

# **The Josai Journal of Business Administration**

## **Volume 2, Number 1, March 2005**

### **ARTICLES**

- Corporate Governance in Japan:  
Can you see the changes?** 1  
William McCarty and Makoto Toda
- Empirical Research on Strategic Management Patterns  
in Non-Growing Industries** 17  
Sang-Bum Park
- The Study of the Advertising Media Effect Models in Japan:  
PART II. The Academic Perspective of the Practice Operational Model** 29  
Koichi Shimizu and Huang, Jenn-Jia
- Corporate School and Management Philosophy from  
the Viewpoint of Technology Transfer** 41  
Kuniko Mochimaru
- An Extended Portfolio Theory in a Capital Asset Pricing Model** 55  
Satoshi Nozawa and Toshitake Kohmura